

IDAHO BRAND BOARD

MISSION

The Idaho Brand Board serves to protect the Idaho Livestock Industry by creating a deterrent to theft, illegal transportation and the illegal slaughtering of livestock. Our mission is accomplished through professional livestock identification and the comprehensive ongoing maintenance of a current brand recording system.

The Forefathers of the Idaho Livestock Industry, with their insight, gave us statutory authority as a tool and the freedom to progress in an ever-changing Industry guaranteeing the preservation of their way of life.

The Idaho State Police gives us the necessary direction, expertise and professionalism that guarantee maximum achievement of our mission.

VISION

To reach maximum achievements of the Brand Board's ultimate mission of service to the Idaho Livestock Industry we envision:

A cohesive blend with the Idaho State Police's goals to collectively enhance each Division's human resources through "Enlightened Leadership".

Vitalized industry and public support through professionalism, education, understanding and awareness of our dedication to service.

Each and every employee working as team players, pro-actively reaching for success. Respectful of each other and proud to be an integral part of the team. The opportunity for each individual to reach his or her desired potential of greatness.

OPERA NON VERBA "Deeds not words"

BRAND BOARD PROFILE

From 1939 to 1943, the Brand system was the responsibility of the Bureau of Brands and Marks, a division of the Idaho Department of Agriculture.

HB 107 created the State Brand Board during the 1947 legislative session. The Bill was codified as Title 25, Chapter 11.

As a result of executive reorganization, the State Brand Board became part of the Idaho Department of Law Enforcement on July 1, 1974. Executive reorganization not only placed the State Brand Board under the Department of Law Enforcement, but it also enlarged the Board from three members to five members, all of whom are appointed by the Governor to serve five year terms. Please note, that in 2000 the Idaho Department of Law Enforcement became the Idaho State Police.

Idaho Code 25-1102 states: "There shall be in the Idaho State Police, a state Brand Board, and such Board is hereby created. The state Brand Board shall consist of five (5) members, three (3) of whom shall be experienced in, and while serving as a member of such Board, continuously and principally, engaged in, the feeding or production of beef cattle in Idaho and no two (2) of whom shall be from the same county; one (1) of whom shall be experienced in, and while serving as a member of such board, continuously and principally, engaged in, the operation of a licensed public livestock auction market, and one (1) of whom shall be experienced in, and while serving as a member of such board, continuously and principally, engaged as a dairy milk producer.

The 1947 bill retained the State Brand Inspector to be the Board's secretary to implement its policies.

The State Brand Board appoints the State Brand Inspector, who serves at the pleasure of the Board, and performs or directs the operations of the Brand Department.

Statutory authority that is the principal tools of the Brand Board are found in Title 25 Chapters 11 through 25 and including Chapters 29 & 33.

Our mission to maintain a current up to date brand recording and renewal system provides the Idaho Livestock Industry professional livestock identification.

By design, specific enforcement of applicable brand laws establishes a deterrent of theft, illegal butcher and/or transportation of livestock. Idaho Code 25-1106 clearly defines our goals: "The State Brand Inspector and his Deputies shall also have power and the duty to enforce all of the laws of the state for the identification, inspection and the transportation of livestock and sheep and all laws of the state designed or intended to prevent the theft of livestock and sheep and shall have all the authority and powers of peace officers vested in the Director of the Idaho State Police, with general jurisdiction throughout the state.

GOALS

GOAL 1: ENHANCE SERVICE TO THE IDAHO LIVESTOCK COMMUNITY THROUGH EDUCATION AND AWARENESS

OBJECTIVE:

A. Educate the Idaho Livestock Industry on statute authority created by the Idaho Livestock Industry for self-preservation.

B. Educate the Idaho Livestock Community on the structural integrity of the Idaho Brand Board and how the multiple services rendered protects them.

C. Educate the Idaho Livestock Industry that our level of success is directly related to their level of support.

D. Educate the Idaho Livestock Industry that participation in their respective livestock organizations is the only life vest available that guarantees survival into the 21st century.

E. The Idaho Brand Department is owned and financed by the Idaho Livestock Industry. The Brand Board members are the representatives of the owners. AWARENESS of our purpose and how we play the game is vital to the Livestock Industry.

IMPLEMENTATION:

1. Take advantage of every opportunity to participate and address the various Livestock Association meetings.
2. Grasp the opportunity to address youth groups, 4H clubs, FFA chapters, and the various Horse groups.
3. Create opportunity to communicate and serve the general public during the daily work routine.
4. Rules of engagement are professionalism and "Enlightened Leadership/Life Skills training".
5. Handle adversity with the same professional enthusiasm and priority as we do in positive circumstances.
6. In many areas, we do not give ourselves credit or make the Livestock Industry aware of services rendered. We will furnish the Livestock Industry with complete and thorough statistical information.

GOAL 2: INCREASE TOTAL PUBLIC SERVICE AND DEPARTMENT EFFECTIVENESS BY SHARING EXPERTISE AND KNOWLEDGE WITH OTHER LAW ENFORCEMENT ENTITIES AND STATE AGENCIES.

OBJECTIVE:

- A. Establish working relationships with other enforcement and state agencies.
- B. Utilize any available agency resource for maximum efficiency and service.
- C. Joint teamwork efforts and efficient funding outlay will guarantee the most mileage from the tax payer's hard earned dollars.
- D. Educate Prosecutors and Judges of the importance in our collective missions, and by protecting the Idaho Livestock Industry we are also protecting Idaho's principal agriculture based economy.

IMPLEMENT:

1. Brand Districts will meet and familiarize themselves with the appropriate local state agencies.

2. Discuss common goals and responsibilities.

3. Turf issues are an "ego-nomic" waste of funding and resources, limiting service to the public. Turf issues will be addressed and eliminated.

4. Identify areas of collective expertise and responsibilities that could possibly benefit each other.

5. Be respectful of individual agency mission priorities and operating structures.

6. We will meet every County Prosecutor in the state and get to know every Judge possible. We will make known the seriousness of livestock related crimes and their effect on Idaho's basic economy. From these distinguished resources, we will extract knowledge, experience and learn how to play and win in the legal arena.

GOAL 3: IMPROVE RESPONSE TIME AND UPDATE INFORMATION SYSTEMS, DATA BASE, ACCOUNTING PROCEDURES AND STATISTICAL DOCUMENTATION AVAILABLE FOR PUBLIC REQUEST AND ORGANIZATIONS TO WHOM WE ARE DIRECTLY RESPONSIBLE

OBJECTIVE:

A. Continually update and improve our automated systems.

B. Continue updating innovative systems that perpetuate advanced control on the administrative level and on the District level as well.

C. Ongoing information reporting to the general public and affiliate organizations.

IMPLEMENTATION:

1. Use Windows 2000 and Access database for our accounting and control procedures.
2. Uniform data collection and reporting systems will continue in all four Districts.
3. The uniform computerized data base and information systems has made accountability and data reporting readily available for the benefit of all.

PERFORMANCE INDICATORS

The Brand Board operates the Brand Department with "dedicated" funding, provided by the Idaho Livestock Industry. Each Brand Board member is an active working representative of a specific facet of the Idaho Livestock Industry, appointed by the Governor of this great state. Therefore, the most critical measuring stick is the positive or negative feedback and ultimately, the over all support we receive from the Idaho Livestock Industry.

The health of the general state economy, drought, market prices, environmentalist, Uncle Sam and the Supreme Being directly effect most all of our statistical data each year. There are two ways to look at the typical performance statistics of bad guys arrested, citations written and livestock recovered. Either we have done a great job because we have captured lots of bad guys or we have not accomplished our mission because there are still too many bad guys making a living with somebody else's livestock.

However, there are other indicators that can help measure this organization's performance.

1. As a self governing agency within the Idaho State Police, it is imperative we "measure up" to the Idaho State Police standard of professionalism.
2. Positive interaction and developed relationships with other Brand States are very important overall indication factors of our success.

3. The Idaho Brand Department conducts business for other state and Federal agencies. Such as, collection of the Idaho Department of Agriculture's animal disease, predator control fees for the USDA/ via Idaho Sheep Commission, Idaho Horse Board assessment fees and the Idaho Beef Council for whom we collect Federally mandated USDA beef check off dollars.

IDAHO STATE POLICE
STRATEGIC PLAN
IDAHO STATE BRAND BOARD

STATE BRAND INSPECTOR

LARRY A. HAYHURST

